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On behalf of the Centers for Disease Control and Prevention (CDC), we're conducting a study about health and smoking-specific advertising that you see in the media. Your opinions are very important to us! Please be assured that the purpose of this survey is to gather feedback regarding health and smoking-specific advertising. We will not report your answers individually and will only report the results from this survey for all participants combined. Thank you for taking the time to help us!

Your participation in this survey is voluntary.





What is your current age?

- Under 18 years of age
- 18-24 years of age
- 25-34 years of age
- 35-44 years of age
- 45-54 years of age
- 55-64 years of age
- 65-74 years of age
- 75 years of age or older
- Refuse to answer





What state do you live in?

- Please select your answer
- Please select your answer
 - Alabama
 - Alaska
 - Arizona
 - Arkansas
 - California
 - Colorado
 - Connecticut
 - Delaware
 - Florida
 - Georgia
 - Hawaii
 - Idaho
 - Illinois
 - Indiana
 - Iowa
 - Kansas
 - Kentucky
 - Louisiana
 - Maine



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What state do you live in?

Please select your answer

- Maryland
- Massachusetts
- Michigan
- Minnesota
- Mississippi
- Missouri
- Montana
- Nebraska
- Nevada
- New Hampshire
- New Jersey
- New Mexico
- New York
- North Carolina
- North Dakota
- Ohio
- Oklahoma
- Oregon
- Pennsylvania
- Rhode Island



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What state do you live in?

- Other
- North Carolina
- North Dakota
- Ohio
- Oklahoma
- Oregon
- Pennsylvania
- Rhode Island
- South Carolina
- South Dakota
- Tennessee
- Texas
- Utah
- Vermont
- Virginia
- Washington
- West Virginia
- Wisconsin
- Wyoming
- District of Columbia
- Other



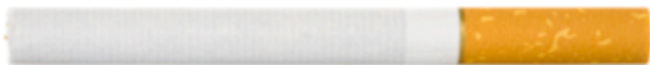
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What is the year of your birth?



The next questions are about traditional tobacco cigarettes which are any roll of tobacco wrapped in paper. Below is an image of a traditional tobacco cigarette.





Have you smoked at least 100 traditional tobacco cigarettes in your entire life?

- Yes
- No
- Don't know/not sure
- Refused





Do you now smoke traditional tobacco cigarettes every day, some days, or not at all?

- I smoke every day
- I smoke on some days
- I do not smoke at all



Test mode Please Select



On how many of the past 30 days did you smoke traditional tobacco cigarettes?

Enter number:



Test mode Please Select



Do you consider yourself to be:

- Male
- Female
- Don't know/not sure
- Refused



If respondent selected female in last question, ask the following question:



Do you think of yourself as...?

- Lesbian or gay
- Straight, that is, not lesbian or gay
- Bisexual
- Something else
- Don't know/not sure
- Refused



If respondent selected male in the question two slides previous from this slide, ask the following question:



Do you think of yourself as...?

- Gay
- Straight, that is, not gay
- Bisexual
- Something else
- Don't know/not sure
- Refused





By something else, do you mean that ...

- You are not straight, but identify with another label such as queer, trisexual, omnisexual or pansexual.
- You are transgender, transsexual or gender variant.
- You have not figured out your sexuality or are in the process of figuring it out.
- You do not think of yourself as having sexuality.
- You do not use labels to identify yourself.
- You made a mistake and did not mean to pick this answer.
- You mean something else.
- Refused





You gave "Don't know/not sure" as an answer. Is that because....

- You don't understand the words.
- You understand the words, but you have not figured out your sexuality or you are in the process of figuring it out.
- You mean something else
- Refused





Opinions for all

Have you ever served on active duty in the United States Armed Forces, either in the regular military or in a National Guard or military reserve unit? Active duty does not include training for the Reserves or National Guard, but DOES include activation, for example, for Afghanistan or Iraq.

- Yes
- No
- Don't know
- Refused





Are you currently serving on active duty in the United States Armed Forces, either in the regular military or in a National Guard or military reserve unit? Active duty does not include training for the Reserves or National Guard, but DOES include activation, for example, for Afghanistan or Iraq.

- Yes
- No
- Don't know
- Refused





Has a physician or other medical professional ever diagnosed you with any of the following medical conditions?

(Select as many as apply.)

- Anxiety disorder
- Depression
- Other mental health condition (specify)
- None of these





Even if a physician or other qualified medical professional has not diagnosed you with any of these medical conditions, have you ever considered yourself to have any of the following medical conditions?

(Select as many as apply.)

- Anxiety disorder
- Depression
- Other mental health condition
- None of these



Those respondents who do not
qualify see the following screen:



Thank you for your participation in this study. Unfortunately, your responses indicate that you do not fit the specific criteria needed for this particular study, or that we have already reached our required quota of responses from participants similar to you. We appreciate your enthusiasm for our study and hope you will join us on future surveys!



Qualified respondents see the
main portion of the questionnaire:

Test mode Please Select



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Test mode Please Select



Would you say your health in general is excellent, very good, good, fair, or poor?

- Excellent
- Very Good
- Good
- Fair
- Poor



The next questions are about traditional tobacco cigarettes which are any roll of tobacco wrapped in paper. Below is an image of a traditional tobacco cigarette.





On average, how many traditional tobacco cigarettes do you now smoke a day?

[1 PACK = 20 TRADITIONAL TOBACCO CIGARETTES]





When do you typically have your first traditional tobacco cigarette after waking up?

- Within 5 minutes
- 6-30 minutes
- 31-60 minutes
- After 60 minutes



Test mode Please Select



How old were you the first time you smoked part or all of a traditional tobacco cigarette, even one or two puffs? Please enter age in years.

age in years



Where do you smoke most often?

- At home
- At work
- Friend's or family's house
- In my car or other type of vehicle
- Someone else's car or other type of vehicle
- At a party
- At a restaurant
- At a bar
- Outdoors
- Somewhere else (Other specify)





Please rank the top two reasons why you smoke traditional tobacco cigarettes where "1" is the main reason and "2" is the second most important reason.

- It is a social thing to do when I'm out with friends
- It is something to do at parties
- I'm addicted to smoking
- It goes well with/after meals
- I like the taste of traditional tobacco cigarettes
- It helps me relax
- It goes well when I'm drinking alcohol
- It helps me stay awake
- It helps when I'm stressed
- It excites me
- It is something to do when I'm bored
- It helps me lose weight / not gain weight
- I have tried to quit smoking cigarettes and cannot
- It is something I can do with others while working
- It helps me when I'm depressed
- It helps me when I'm anxious
- Other specify





How much do you agree or disagree with each of the following statements?

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
I know everything/almost everything there is to know about the physical effects of smoking traditional tobacco cigarettes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I wish I knew more about the physical effects of smoking traditional tobacco cigarettes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think that smoking traditional tobacco cigarettes is addictive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nicotine Replacement Therapy, such as nicotine gum or patch, makes it easier to quit smoking traditional tobacco cigarettes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Test mode Please Select



How much do you agree or disagree with each of the following statements?

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
There's nothing wrong with smoking traditional tobacco cigarettes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smoking traditional tobacco cigarettes is not such a big deal, it's just a lot of negative hype	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would consider quitting smoking traditional tobacco cigarettes because I don't want to harm my family or friends with second-hand smoke	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smoking traditional tobacco cigarettes seems acceptable because I see it all the time in movies and/or on TV shows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When someone quits smoking traditional tobacco cigarettes, the risk of getting a tobacco-related illness goes down a lot or goes away	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smoking traditional tobacco cigarettes is a reward	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have more respect for people who have quit smoking traditional tobacco cigarettes than for people who have never smoked	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Non-smokers don't want to date someone who smokes traditional tobacco cigarettes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People who smoke traditional tobacco cigarettes have more friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is nothing wrong with using electronic cigarettes/e-cigarettes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>





How much does smoking traditional tobacco cigarettes relieve stress for you?

- Extremely stress-relieving
- Very stress-relieving
- Somewhat stress-relieving
- Slightly stress-relieving
- Not at all stress-relieving





Would quitting smoking traditional tobacco cigarettes positively or negatively impact your relationship with family or friends?

- It would positively impact my relationship with family or friends
- It would positively impact some relationships with some family or friends, and negatively impact some relationships with other family or friends
- It would neither positively nor negatively impact my relationship with family or friends
- It would negatively impact my relationship with family or friends





How dangerous or safe do you think smoking traditional tobacco cigarettes is?

- Very dangerous
- Dangerous
- Neither dangerous nor safe
- Safe
- Very safe





If you had to do it over again, would you have started smoking traditional tobacco cigarettes? Would you say...

- Definitely not
- Probably not
- Probably yes
- Definitely yes
- Not Sure





The next questions are about electronic vapor products, which include e-cigarettes or electronic cigarettes. For the purposes of this study, we will use the words "electronic cigarette/e-cigarette." An electronic vapor product can look like a traditional tobacco cigarette, but it runs on a battery and produces vapor instead of smoke. There are several hundred brands of electronic vapor products, which come in a variety of different sizes, shapes, and flavors.





Have you ever used electronic cigarettes or e-cigarettes, such as NJOY, Blu or LOGIC, even one time?

- Yes
- No





Do you now use electronic cigarettes or e-cigarettes...?

- Every day
- Some days
- Rarely
- Not at all





How old were you the first time you used electronic cigarettes or e-cigarettes? Please enter age in years.





Do you usually use disposable electronic cigarettes/e-cigarettes, an electronic cigarette/e-cigarette that uses cartridges, or an electronic cigarette/e-cigarette that uses tanks?

- Disposable electronic cigarettes/e-cigarettes
- Electronic cigarette/e-cigarette that uses cartridges
- Electronic cigarette/e-cigarette that uses tanks





Did you start using electronic cigarettes/e-cigarettes to reduce the health risk of smoking traditional tobacco cigarettes?

- Yes
- No





Do you believe there are health benefits to using electronic cigarettes/e-cigarettes even if you keep smoking traditional tobacco cigarettes as well?

- Yes
- No





How likely are you to use electronic cigarettes or e-cigarettes, for any reason, in the future?

- Very Likely
- Likely
- Neither Likely nor Unlikely
- Unlikely
- Very Unlikely





Have you ever used chewing tobacco, snuff, or dip, such as Redman, Levi Garrett, Beechnut, Skoal, Skoal Bandits, or Copenhagen?

- Yes
- No





Snus is a spitless smokeless tobacco usually sold in individual or pre-packaged small pouches that are placed under the lip against the gum. Have you ever used snus, such as Camel Snus or Marlboro Snus?

- Yes
- No





How old were you the first time you used chewing tobacco, snuff or dip? Please enter age in years.





How old were you the first time you used snus? Please enter age in years.





Do you think there are health risks associated with using smokeless tobacco products, such as chewing tobacco, snuff, dip, or snus, or are there no health risks from using them?

- There are **definitely** health risks associated with using smokeless tobacco products
- There are **probably** some health risks associated with using smokeless tobacco products
- There are **probably no health risks** associated with using smokeless tobacco products
- There are **definitely no health risks** associated with using smokeless tobacco products





cqPA201

Do you believe there are health benefits to using chewing tobacco, snuff or dip even if you keep smoking traditional tobacco cigarettes as well, if it means that you cut down smoking even one or two cigarettes?

- Yes
- No





Do you believe there are health benefits to using snus, even if you keep smoking traditional tobacco cigarettes as well, if it means that you cut down smoking even one or two cigarettes?

- Yes
- No





Did you start using chewing tobacco, snuff or dip in order to cut down smoking traditional tobacco cigarettes?

- Yes
- No





Did you start using snus in order to cut down smoking traditional tobacco cigarettes?

- Yes
- No



How stressed, if at all, would you say you are by each of the following?

	Not Stressed At All	Somewhat Stressed	Very Stressed	Extremely Stressed	Does Not Apply
Issues related to job/work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taking care of other family members (children, parents, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Expectations of family and friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Technology	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your weight / physical appearance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your health	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Money / Paying Bills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Saving for the future	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Societal expectations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your relationship with your spouse or significant other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your relationships with other family members (children, parents, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You relationships with friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other specify <input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	



cqPA12a

Of the stresses you selected in the last question, for which ones do you use traditional tobacco cigarette smoking as a stress-reliever, if at all?

	I use traditional tobacco cigarette smoking to relieve stress	I do not use traditional tobacco cigarette smoking to relieve stress
Issues related to job/work	<input type="radio"/>	<input type="radio"/>
Taking care of other family members (children, parents, etc.)	<input type="radio"/>	<input type="radio"/>
Expectations of family and friends	<input type="radio"/>	<input type="radio"/>
Technology	<input type="radio"/>	<input type="radio"/>
Your weight / physical appearance	<input type="radio"/>	<input type="radio"/>
Your health	<input type="radio"/>	<input type="radio"/>
Money / Paying Bills	<input type="radio"/>	<input type="radio"/>
Saving for the future	<input type="radio"/>	<input type="radio"/>
Societal expectations	<input type="radio"/>	<input type="radio"/>
Your relationship with your spouse or significant other	<input type="radio"/>	<input type="radio"/>
Your relationships with other family members (children, parents, etc.)	<input type="radio"/>	<input type="radio"/>
You relationships with friends	<input type="radio"/>	<input type="radio"/>



During the past 3 months, how many times have you stopped smoking for one day or longer because you were trying to quit smoking traditional tobacco cigarettes for good?

Number of times





Have you ever stopped smoking traditional tobacco cigarettes for more than 30 days?

- Yes
- No
- Don't Know/Not Sure
- Refused





What was the date you last stopped smoking traditional tobacco cigarettes for more than 30 days?

July 2014

Su	Mo	Tu	We	Th	Fr	Sa	
27	29	30	1	2	3	4	5
28	6	7	8	9	10	11	12
29	13	14	15	16	17	18	19
30	20	21	22	23	24	25	26
31	27	28	29	30	31	1	2
32	3	4	5	6	7	8	9





Did you use electronic cigarettes/e-cigarettes to help you stop smoking?

- Yes
- No





Did you use **chewing tobacco, snuff, or dip** to help you stop smoking traditional tobacco cigarettes?

- Yes
- No





When you were trying to quit smoking traditional tobacco cigarettes, did you seek information on quitting smoking traditional tobacco cigarettes?

- Yes
- No





Which of the following did you use when you looked for information on quitting smoking traditional tobacco cigarettes? Select all that apply.

- Online resource
- 1-800-QUIT NOW
- Family or Friends
- Doctor or Clinic
- Other specify





The last time you stopped smoking traditional tobacco cigarettes for more than 30 days, what was the final event or trigger that made you want to quit smoking traditional tobacco cigarettes?

- Friend or family asked you to quit
- Current health problem
- Concerns over future health problem
- Social pressure from people other than family and friends
- Smoking traditional tobacco cigarettes became too expensive
- Lack of places that allow smoking
- Impact of my smoking on friend or family
- Other specify



When you last tried to quit smoking, did you do any of the following?

	Yes	No
Switch completely to electronic cigarettes/e-cigarettes	<input type="radio"/>	<input type="radio"/>
Use medications like Zyban or Chantix	<input type="radio"/>	<input type="radio"/>
Substitute some of your traditional tobacco cigarettes with electronic cigarettes/e-cigarettes	<input type="radio"/>	<input type="radio"/>
Use nicotine replacement products such as a nicotine patch or nicotine gum	<input type="radio"/>	<input type="radio"/>
Gradually cut back on traditional tobacco cigarettes	<input type="radio"/>	<input type="radio"/>
Switch to mild or some other brand of traditional tobacco cigarettes	<input type="radio"/>	<input type="radio"/>
Get help from a telephone quit line	<input type="radio"/>	<input type="radio"/>
Give up traditional tobacco cigarettes all at once	<input type="radio"/>	<input type="radio"/>
Get help from a website such as Smokefree.gov	<input type="radio"/>	<input type="radio"/>
Get help from a doctor or other health professional	<input type="radio"/>	<input type="radio"/>





Do you want to quit smoking traditional tobacco cigarettes for good?

- Yes
- No



How much do you want to quit smoking? Would you say you want to quit...

- Not at all
- A little
- Somewhat
- A lot





Do you plan to quit smoking for good....

- In the next 7 days,
- In the next 30 days,
- In the next 6 months,
- In the next 1 year, or
- More than 1 year from now
- I don't plan to quit smoking traditional tobacco cigarettes
- Not sure/Uncertain





If you were to look for information on quitting smoking traditional tobacco cigarettes ... which of the following would you use? Select all that apply.

- Online resource
- 1-800-QUIT NOW
- Family or Friends
- Doctor or Clinic
- Other specify





Thinking about the last time you had a health issue, where did you *first* look to get information?

- Friends or family
- Your doctor or healthcare professional
- Internet
- Pharmacy
- Mobile App
- Other specify





How important is smoking traditional tobacco cigarettes a social activity to do with friends?

- Extremely important
- Very important
- Somewhat important
- Slightly important
- Not at all important





Have you ever performed poorly during a fitness evaluation due to the health impact of smoking traditional tobacco cigarettes?

- I have performed poorly during a fitness evaluation due to the health impact of smoking traditional tobacco cigarettes
- I have not performed poorly during a fitness evaluation due to the health impact of smoking traditional tobacco cigarettes
- I have not had a fitness evaluation since I starting smoking traditional tobacco cigarettes





Who or what do you trust when you need information about quitting smoking? Is it a friend, family, co-worker, doctor, a website, or someone or something else?

- Friends
- Family
- Co-workers
- Doctor or other health professional
- Website
- Someone or something else? (SPECIFY)





Are you afraid of dying from a tobacco-related disease?

- Yes
- No





Please tell us if you strongly disagree, somewhat disagree, neither agree nor disagree, somewhat agree, or strongly agree with the following statements.

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
I get upset when I think about my smoking.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am disappointed in myself because I smoke.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I get upset when I hear or read about illnesses caused by smoking.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Warnings about the health risks of smoking upset me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smoking will severely lower my quality of life in the future.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smokers should take warnings about traditional tobacco cigarette smoking and lung cancer seriously.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>





Please tell us if you strongly disagree, somewhat disagree, neither agree nor disagree, somewhat agree, or strongly agree with the following statements.

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
I need more hours in the day to do all the things that are expected from me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can't ever seem to get caught up.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I don't ever seem to have any time for myself.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There are times when I cannot meet everyone's expectations.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sometimes I feel as if there are not enough hours in the day.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Many times I have to cancel my commitments.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I seem to have to overextend myself in order to be able to finish everything I have to do.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I seem to have more commitments to overcome than some of my friends do.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel I have to do things hastily and maybe less carefully in order to get everything done.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I just cannot find the energy in me to do all the things expected of me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Please tell us how much you agree or disagree with the following statements.

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
I feel healthier when I smoke electronic cigarettes/e-cigarettes instead of traditional tobacco cigarettes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Electronic cigarettes/e-cigarettes have helped me quit smoking traditional tobacco cigarettes completely.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Electronic cigarettes/e-cigarettes have helped me reduce the number of traditional tobacco cigarettes I smoke, but not to quit completely.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>





Please tell us how much you agree or disagree with the following statements.

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
I feel healthier when I use snus instead of smoking traditional tobacco cigarettes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Using snus has helped me quit smoking traditional tobacco cigarettes completely.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Snus has helped me reduce the number of traditional tobacco cigarettes I smoke, but not to quit completely.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>





Please tell us how much you agree or disagree with the following statements.

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
I feel healthier when I use chewing tobacco, snuff, or dip instead of smoking traditional tobacco cigarettes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Using chewing tobacco, snuff, or dip has helped me quit smoking traditional tobacco cigarettes completely.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Using chewing tobacco, snuff, or dip has helped me reduce the number of traditional tobacco cigarettes I smoke, but not to quit completely.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



The next section are the demographic questions:



When did you serve on active duty in the U.S. Armed Forces? Select each period in which you served, even if you served for part of the period.

- October 2010 to the present
- September 2001 to September 2010
- August 1990 to August 2001 (including Persian Gulf war)
- September 1980 to July 1990
- May 1975 to August 1980
- Vietnam era (August 1964 to April 1975)





During your active duty career, have you been deployed for more than 30 consecutive days?

- Yes, in the past 24 months
- Yes, but not in the past 24 months
- No





How many children (under age 18) live in your household:

- None
- 1-2 children
- 3-4 children
- 5 or more children





What is your marital status?

- Now married
- Living with my partner
- Widowed
- Divorced
- Separated
- Never married
- Prefer not to answer





Please indicate your race or ethnic background. Are you....?

Select one answer.

Ethnicity

- Hispanic or Latino
- Not Hispanic or Latino

Race

Select one or more.

- White
- Black or African American
- American Indian or Alaska Native
- Native Hawaiian or Other Pacific Islander
- Asian





What is the highest level of education you have completed or the highest degree you have received? If you received your education in another country, please indicate the equivalent level below.

- Less than high school
- Completed high school
- Completed General Education Diploma (GED)
- Job-specific training program(s) after high school
- Some college, but no degree
- Associate Degree
- College (such as B.A., B.S.)
- Some graduate school, but no degree
- Graduate degree (such as MBA, MS, M.D., Ph.D.)
- Prefer not to answer





Opinions for all

Which of the following income categories best describes your total 2013 household income before taxes?

- Less than \$15,000
- \$15,000 to \$19,999
- \$20,000 to \$24,999
- \$25,000 to \$29,999
- \$30,000 to \$34,999
- \$35,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 or more
- Prefer not to answer





Which statement best describes your current employment status?

- Working - as a paid employee
- Working - self-employed
- Not working - on temporary layoff from a job
- Not working - looking for work
- Not working - retired
- Not working - disabled
- Not working - other
- Prefer not to answer





Think about the last time you went online to look for information...How did you begin looking?

- At a search engine such as Google, Bing or Yahoo
- At a site that specializes in information, like WebMD
- At a more general site like Wikipedia, that contains information on all kinds of topics
- At a social network site like Facebook
- Other specify





Do you currently own a cell phone?

- Yes
- No
- Don't Know/Not Sure





Some cell phones are called "smartphones" because they have Internet access. Is your cell phone a smartphone, such as an iPhone, Android, Blackberry or Windows phone?

- Yes
- No
- Not Sure



Would you consider using your smartphone to find information, apps or websites that will help you quit smoking traditional tobacco cigarettes?

- Yes
- No
- Don't Know/Not Sure





How often do you access the Internet on your smartphone?

- More than once per day
- Once per day
- A few times per week
- Once per week
- Less than once per week
- Rarely
- Never





During the past month, how often did you read a newspaper, either in print or on the Internet?

- Every day
- A few times a week
- A few times
- Once
- Not at all





What newspapers do you frequently read?





During the past month, how often did you read a magazine in print or on the Internet?

- Basically every day
- A few times a week
- A few times a month
- Once a month
- Not at all





During the past month, how often did you watch television on a television set?

- Every day
- A few times a week
- A few times
- Once
- Not at all



During the past month, how often did you watch television on the Internet?

- Every day
- A few times a week
- A few times
- Once
- Not at all





During the past month, how often did you listen to the radio?

- Every day
- A few times a week
- A few times
- Once
- Not at all





During the past month, how often did you listen to a streaming music source, like iTunes or Pandora?

- Every day
- A few times a week
- A few times
- Once
- Not at all





Have you ever seen or heard an advertisement for electronic cigarettes/e-cigarettes?

- Yes
- No





Where have you seen or heard an advertisement for electronic cigarettes/e-cigarettes?

(Select as many as apply.)

- On the Internet
- In newspapers or magazines
- Convenience stores, supermarkets, gas stations, or shopping malls
- On TV
- At the movies
- On the radio
- On billboards or other outdoor ads
- Other specify





After seeing or hearing an advertisement for electronic cigarettes/e-cigarettes, did you ever have an urge to smoke a traditional tobacco cigarette?

- Yes
- No





Are you aware of any advertising or tobacco education campaigns against smoking, using other tobacco products such as smokeless, or against tobacco companies that are taking place now?

- Yes
- No





Please comment on what you remember about these ads or tobacco education campaigns against smoking, tobacco products, or tobacco companies.





Opinions for all

Did the advertising against smoking, tobacco products, or tobacco companies help you quit smoking traditional tobacco cigarettes?

- Yes
- No





We would now like to show you a television ad and then gather your reactions to that ad. Please make sure the volume on your computer is turned up, so that you can both see and hear the video. *Please click "Next" to continue.*





What do you believe is the main message of this ad?





How believable or unbelievable was the person in the ad?

- Extremely believable
- Believable
- Neither believable nor unbelievable
- Unbelievable
- Extremely unbelievable



People sometimes have different emotional reactions when they see or hear advertisements.

On a scale from 1 to 5, where 1 indicates not feeling any emotion, and 5 indicates feeling emotion with extreme intensity, please indicate how much this advertisement made you feel:

	I did not feel this emotion	Slight emotion	Moderate emotion	Very intense emotion	Extreme and intense emotion
Angry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Afraid	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ashamed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hopeful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Understood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Surprised	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trusting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Motivated	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Regretful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



On a scale from 1 to 5, where 1 indicates that you strongly disagree, and 5 indicates that you strongly agree, please indicate how much you disagree or agree with the following statements.

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
This ad is convincing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad grabbed my attention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad was easy to understand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I learned something new by viewing or hearing this ad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I trust the information in this ad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad is believable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would talk to someone else about this ad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad is annoying	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
The people in this ad are believable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad is worth remembering	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad is powerful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad is informative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad is meaningful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can identify with what the ad says	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad speaks to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Is there anything about the ad that is confusing, unclear, or hard to understand?

- Confusing
- Unclear
- Hard to understand
- None of the above





What was confusing, unclear or hard to understand? Please be as specific as possible.





Was there anything about the ad that you liked?

- Yes
- No





What, if anything, do you like about this ad? Please be as specific as possible.





Was there anything about the ad that you disliked?

- Yes
- No





What, if anything, do you dislike about this ad? Please be as specific as possible.





Does this ad make you want to quit smoking cigarettes?

- Yes
- No





Why doesn't the ad make you want to quit smoking cigarettes? Please be as specific as possible.





What about the ad made you want to quit smoking cigarettes? Please be as specific as possible.





In the future, if you saw or heard this ad on television, on a scale from 1 to 5, where 1 indicates not at all likely and 5 is very likely, how likely would you be to take the following actions in the next 6 months?

	Very Unlikely	Unlikely	Neither Likely Nor Unlikely	Likely	Very Likely
Call 1-800-QUIT-NOW for assistance in quitting smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Visit an informational government website, such as www.cdc.gov/tips for information on quitting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Talk with my doctor or other health professionals about quitting smoking	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not smoke around others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Visit the Twitter site for the campaign.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Try to quit on my own	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use an electronic cigarette/ e-cigarette to help quit smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Support smoke-free laws in my community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Do nothing	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>